

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A label applying apparatus comprising:

a main body (10) at a rear end of which a grip portion (13) is formed;

a manual level (20) which is pivotally supported to the main body, wherein one of arms is constituted as a control unit, other arm end is a partial gear portion, the control unit is energized to a direction which departs from the grip portion (13) of the main body by a spring (21), a forward-way movement rotation of the partial gear portion is carried out by the grasp operation between the manual level (20) and the grip portion (13) which resists against the spring energization, and when the grasp operation is released, a return movement rotation of the partial gear portion is carried out by the release operation from the grip portion (13) by the spring energization;

a holder portion which is arranged at the main body and accommodates the composite label web (R) in which many labels (L) are temporarily adhered in series one by one at a predetermined interval on a backing paper web (S);

an applying roller (12) which is arranged rotatably at a tip portion of the main body;

a retuning pin (1) which is arranged at the main body for reversing a transfer direction of the backing paper web in order to bring the adhered label to an underside of the applying roller at a nearest position of the upstream side of the applying roller (12) in the transfer direction of the composite label web (R) fed from the holder portion, by delaminating the temporarily adhered label;

a bottom lid (39) which brings the backing paper web (S) of which the transfer direction is reversed into the bottom of the main body, and prevents from returning of the backing paper web to an opposite direction of the transfer direction;

a backing paper web transfer component facing to the backing paper web brought between the bottom lid (39) from the opposite side of the bottom lid which is arranged on the main body (10) where a forward direction movement which does not affect to the backing paper web and a return movement which transfers the backing paper web are performed by the forward direction and the return rotation power of the partial gear in the manual level (20) transmitted;

a backing paper web transfer nail arranged at the backing paper web transfer component having a function for sliding on a surface of the backing paper web along with an escape direction at the time of the forward movement of the backing paper web transfer component, and a function for transferring the backing paper web transfer component, and a function for transferring the backing paper web to a reversed direction at the time of the return movement by biting the backing paper web;

a stop nail arranged at the backing paper web transfer component which is locked by other components in order that the return movement of the backing paper web transfer component is stopped on the way according to a length of the label;

an automatic stop component having a stop action portion equivalent to the other components, which is pivotally supported to the main body;

a stop release component which is pivotally supported to the main body and is made rotated at the final stage of the forward movement by the manual level or the backing paper web transfer component;

a connection component which is pivotally supported to the main body, wherein the automatic stop component is loosely fitted, and an actuation habit which functions as a power having a direction of departing from the stop nail of the backing paper web transfer component is given; and

a label sensor which is pivotally supported to the connecting component, and in which a spring is stretched and installed between the connection components;

wherein by such action that the automatic stop component is pressed and rotated a reversed direction in resisting against the actuation habit through the connection component by rotation of the stop release component, it rises up so that it may depart from a state where the front edge of the label at a waiting position for delaminating, and immediately after the return movement of the manual level or the backing paper web transfer component is interlocked the automatic stop component is released from pressing by the rotation of the stop release component, and by performing the function of the actuation habit of the connection component it goes down on the delaminating label and waits for arrival of the front edge of the following label accompanying the transfer of the backing paper web, and furthermore by transferring the backing paper web by the release operation of the manual lever (20), the label sensor (48) is displaced against the tension of the spring in response to the reaction force by touch of the front edge in the following label, and consequently by rotation of the automatic stop component via rotation against the actuation habit of the connection component, the

return movement of the backing paper web transfer component is stopped by an amount corresponding to the length of the label, and an amount of grasp operation to the grip of the manual lever for preparation of delaminating the following label is substantially proportional to the length of the label.